

FEDERAL TRADE COMMISSION

WASHINGTON, D. C. 20580

BUREAU OF
CONSUMER PROTECTION

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June 2, 1983

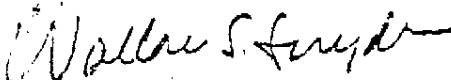
Mr. Jerome Chapman
Arnold & Porter
1200 New Hampshire Ave, N.W.
Washington, D.C. 20036

Dear Mr. Chapman:

We are requesting of your client, Philip Morris, and other cigarette manufacturers voluntary assistance in our current review of advertising of Barclay cigarettes. We would like to see any research or studies that your client may have in its possession (either conducted by or for Philip Morris) on consumer interpretation of various "tar" claims, including "99% "tar" free." If such research does exist, we would also like to see the underlying test protocols, vebatims (if any) and any formal reports.

We again wish to express our appreciation of your continued cooperation in this matter.

Sincerely,



Wallace S. Snyder
Associate Director
Division of Advertising
Practices

I received this letter from
the FTC today.

JIC

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